

## ORDER



**Orders**  
**Order / Rev:** 216228  
**Alt Order #:** 06865731  
**Product Desc:** 10/22-11/1 Americans for Job Se  
**Estimate:** 1251  
**Flight Dates:** 10/23/12 - 11/01/12  
**Original Date / Rev:** 10/22/12 / 10/22/12  
**Order Type:** REG

**WVBT**

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** Crossroads Media LLC  
**Buying Contact:**  
**Billing Contact:**  
 66 Canal Center Plaza  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Americans For Job Security  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P1  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN16431/AL2872  
**Agency External ID:** IN7573/AU3290/TO1672/AL2022/SP791

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	11	\$7,900.00	\$6,715.00
10/29/12	11/01/12	13	\$10,870.00	\$9,239.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	11	\$7,900.00	\$6,715.00	0.00
November 2012	13	\$10,870.00	\$9,239.50	0.00
<b>Totals</b>	<b>24</b>	<b>\$18,770.00</b>	<b>\$15,954.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WVBT	5%	\$18,770.00
Market	100%	\$375,400.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	28%	\$105,112.00
WGNT	2%	\$7,508.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	27%	\$101,358.00
WTVZ	3%	\$11,262.00
WVEC	35%	\$131,390.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/23/12	10/23/12	M-F 8-9a	CM	M-F 8-9a	-T-----	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
Daily Buzz															
DAILY BUZZ 3 REVISE RATE TO CLEAR															
REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	-T-----		1		\$75.00		0.00					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/23/12	10/23/12	M-F 8-9a Daily Buzz DAILY BUZZ 3 REVISE RATE TO CLEAR REVISE RATE TO CLEAR	CM	M-F 8-9a	-T-----	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$75.00		0.00						
E 2	WVBT	10/24/12	10/24/12	M-F 8-9a Daily Buzz DAILY BUZZ 3 REVISE RATE TO CLEAR REVISE RATE TO CLEAR	CM	M-F 8-9a	--W----	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$75.00		0.00						
E 3	WVBT	10/25/12	10/25/12	M-F 8-9a Daily Buzz DAILY BUZZ 3 REVISE RATE TO CLEAR REVISE RATE TO CLEAR	CM	M-F 8-9a	---T---	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$75.00		0.00						
E 4	WVBT	10/26/12	10/26/12	M-F 8-9a Daily Buzz DAILY BUZZ 3 REVISE RATE TO CLEAR REVISE RATE TO CLEAR	CM	M-F 8-9a	----F--	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$75.00		0.00						
E 5	WVBT	10/29/12	10/29/12	M-F 8-9a Daily Buzz DAILY BUZZ 3 REVISE RATE TO CLEAR REVISE RATE TO CLEAR	CM	M-F 8-9a	M-----	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$75.00		0.00						
E 6	WVBT	10/30/12	10/30/12	M-F 8-9a Daily Buzz DAILY BUZZ 3 REVISE RATE TO CLEAR REVISE RATE TO CLEAR	CM	M-F 8-9a	-T-----	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$75.00		0.00						
E 7	WVBT	10/31/12	10/31/12	M-F 8-9a Daily Buzz DAILY BUZZ 3 REVISE RATE TO CLEAR REVISE RATE TO CLEAR	CM	M-F 8-9a	--W----	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$75.00		0.00						
E 8	WVBT	11/01/12	11/01/12	M-F 8-9a Daily Buzz DAILY BUZZ 3 REVISE RATE TO CLEAR REVISE RATE TO CLEAR	CM	M-F 8-9a	---T---	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$75.00		0.00						
E 9	WVBT	10/28/12	10/28/12	FOX News Sunday Fox News Sunday FOX NWS SUNDAY REVISE RATE TO CLEAR REVISE RATE TO CLEAR	CM	10-11a	-----S	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$300.00		0.00						
E 10	WVBT	10/24/12	10/24/12	M-F 10-11a Millionaire MILLIONAIRE/MILLIONAIRE B REVISE RATE TO CLEAR REVISE RATE TO CLEAR	CM	10-11a	--W----	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$150.00		0.00						
E 11	WVBT	10/26/12	10/26/12	M-F 10-11a Millionaire MILLIONAIRE/MILLIONAIRE B REVISE RATE TO CLEAR	CM	10-11a	----F--	:30	1	\$150.00	P1	0.00	NM	1	\$150.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$150.00		0.00			
E 12	WVBT	10/30/12	10/30/12	M-F 10-11a Millionaire	CM	10-11a	-T-----	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
MILLIONAIRE/MILLIONAIRE B REVISE RATE TO CLEAR															
REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$150.00		0.00			
E 13	WVBT	11/01/12	11/01/12	M-F 10-11a Millionaire	CM	10-11a	---T---	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
MILLIONAIRE/MILLIONAIRE B REVISE RATE TO CLEAR															
REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$150.00		0.00			
E 14	WVBT	10/23/12	10/23/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	-T-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS REVISE RATE TO CLEAR;REVISE TP DUE WORLD SERIES;REVISE PGM															
REVISE RATE TO CLEAR;REVISE TP DUE WORLD SERIES;REVISE PGM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$2,000.00		0.00			
E 15	WVBT	10/25/12	10/25/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S	---T---	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS REVISE RATE TO CLEAR;REVISE TP DUE WORLD SERIES;REVISE PGM															
REVISE RATE TO CLEAR;REVISE TP DUE WORLD SERIES;REVISE PGM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$2,000.00		0.00			
E 16	WVBT	10/26/12	10/26/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	----F--	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS REVISE RATE TO CLEAR;REVISE PGM															
REVISE RATE TO CLEAR;REVISE PGM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$2,000.00		0.00			
E 17	WVBT	10/29/12	10/29/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after SM	-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS REVISE RATE TO CLEAR;REVISE TP DUE WORLD SERIES;REVISE PGM															
REVISE RATE TO CLEAR;REVISE TP DUE WORLD SERIES;REVISE PGM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$2,000.00		0.00			
E 18	WVBT	10/30/12	10/30/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	-T-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS REVISE RATE TO CLEAR;REVISE PGM															
REVISE RATE TO CLEAR;REVISE PGM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$2,000.00		0.00			
E 19	WVBT	10/31/12	10/31/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	--W----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS REVISE RATE TO CLEAR;REVISE PGM															
REVISE RATE TO CLEAR;REVISE PGM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$2,000.00		0.00			
E 20	WVBT	11/01/12	11/01/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	---T---	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS REVISE RATE TO CLEAR;REVISE PGM															
REVISE RATE TO CLEAR;REVISE PGM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$2,000.00		0.00			
E 21	WVBT	10/23/12	10/23/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	-T-----	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
SPORTSWRAP M-F/AVG. ALL WKS REVISE RATE TO CLEAR															
REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,000.00		0.00			

